

Executive Action Briefing
ASAP Strategic Focus Area
Underage Drinking

Background

The 2008 Arizona Youth Survey data shows that alcohol remains the number one substance used by youth in the state. Given this ever-present trend, ASAP felt it critical to continue and enhance current statewide initiatives to reduce underage drinking. The Arizona Underage Drinking Prevention Committee, in partnership with ASAP's member agencies and community-based substance abuse prevention coalitions, developed a comprehensive and coordinated plan to address underage drinking. ASAP and the Underage Drinking Prevention Committee will coordinate with member agencies to implement this comprehensive strategic plan in building the state's capacity to prevent and reduce underage drinking in the state.

Mission: Coordinate prevention efforts between federal, state, private and local agencies to reduce and prevent underage drinking statewide.

PRIORITY NEED

Problem: Alcohol is the most prevalent substance used by youth under the age of twenty-one, and incurs the highest cost to the state.

Goal: Decrease 30-day use of alcohol by youth under the age of twenty-one.

Objective One: Reduce youth perception of access to alcohol, and increase perception of harmful effects of youth alcohol use among adults and youth.

Recommended Action Steps:

- ✓ Develop an online database (SINAR) for collecting information on vendors and their use of point of sale advertising for alcohol and tobacco.
- ✓ Partner with law enforcement to provide education on state UAD laws, and conduct comprehensive compliance checks on organizations that sell or serve alcohol.
- ✓ Utilize Enforce Underage Drinking Laws funding to support the work of local coalitions to reduce point of sale advertising aimed at youth in their communities.
- ✓ Utilize the *Draw the Line* campaign's traveling exhibit at events statewide to change adult perceptions on youth alcohol use.
- ✓ Provide school resource officers training and tools to conduct school-based education on the harmfulness of alcohol.
- ✓ Develop a tool kit and video on alcohol prevention in partnership with youth for distribution to after school programs and community-based prevention organizations.
- ✓ Reduce point of sale advertising.

Actions/ Outcomes:

- ❖ The Arizona Department of Health Services (ADHS) established an Intergovernmental Agreement with Arizona State University to expand the SYNAR database to include tracking mechanisms for alcohol.

- ❖ In fiscal year 2008 and 2009, Department of Liquor License and Control conducted 3,530 compliance checks, resulting in 397 citations.
- ❖ The Governor's Office for Children, Youth and Families- Division for Substance Abuse Policy provided funding to community coalitions to implement the *Draw the Line* Campaign. A evaluation of the campaign and coalition strategies will be completed in 2010.
- ❖ In addition, GOCYF-DSAP secured additional funding that would maintain the campaign till September 2010.
- ❖ As of August 2009, six community coalitions have included strategies to reduce point of sale advertising in their community strategic plans.

Objective Two: Build capacity in communities to reduce underage drinking through identifying, implementing, and prioritizing funding for cost-effective and sustainable UAD reduction and prevention strategies.

Recommended Action Steps:

- ✓ Develop a quarterly statewide newsletter highlighting successful prevention efforts, collaboration, and tips on how to impact alcohol product placement in retail establishments to community-based substance abuse prevention groups, and distribute electronically to relevant UAD agencies.
- ✓ Develop a set of guidelines and a tool kit on merchant recognition activities and disseminate to community coalitions.
- ✓ Develop and distribute to community coalitions a special event brochure on how to restrict public drinking.
- ✓ Provide a series of webinar trainings to community coalitions on environmental prevention strategies.
- ✓ Develop "TIPS for parents" templates for community coalitions to tailor for their communities..
- ✓ Develop protocol for teachers and other staff to identify and refer students for assessment and treatment services when showing signs of alcohol use.
- ✓ Continue to update the *Draw the Line* website with tools, templates, information for community coalitions to utilize.
- ✓ Develop marketing materials and deliver training in the workplace on legal aspects of alcohol use and parenting skills.
- ✓ Expand current UAD prevention efforts among college students such as health education, screening and brief interventions, and social norms media campaigns.
- ✓ Provide recognition to communities that enact new policies and programs to combat underage drinking.
- ✓ Increase community participation for National Alcohol Education Day.
- ✓ Increase attendance at UAD Committee meetings by key community stakeholders including: public members of after school programs, school resource officers association, insurance companies, the military and evidence-based programs.
- ✓ Help to sustain substance abuse prevention coalitions statewide.
- ✓ Encourage other community groups, non-profits, and faith-based organizations to partner with community substance abuse coalitions*.
- ✓ Provide support to coalitions in their pursuit of additional funding.

Actions/ Outcomes:

- ❖ The UAD Committee has released four issues of the UAD Newsletter to roughly 100 key stakeholders in the substance abuse field.
- ❖ The Arizona Institutes for Higher Education Network (AZIHEN) developed a “How to Restrict Public Drinking” brochure was developed and is currently being distributed. In July 2009, 19 community-based substance abuse coalitions received training on this environmental prevention strategy.
- ❖ Webinar training on environmental prevention strategies was made available to prevention providers throughout the state during 2009. As of September 2009, 54 people representing 10 coalitions were trained through the initial webinar series on the Skills of Prevention.
- ❖ A youth screening guide for Substance Abuse, Alcohol and Problem Gambling was developed by ADHS, the Arizona Department of Education and the Arizona Office of Problem Gambling on this initiative. As of August 2009, approximately 9,000 copies of the youth screening guide have been distributed to organizations working with youth
- ❖ During the period of May – August 2009, The *Draw the Line* website had 2,532 visits, with 84% of those representing new visits.
- ❖ Several communities in Arizona, including the Cities of Eloy, Casa Grande, Superior, Coolidge, the town of Miami, Pima County and Pinal County have passed local social host ordinances in 2009.

Objective Three: Build capacity at the state level to collect and distribute data and enhance enforcement strategies to reduce and prevent underage drinking.

Recommended Action Steps:

- ✓ Calculate the cost benefit Arizona has received from the reduction in 30-day youth alcohol use.
- ✓ Assess the NSDUH and the AYS to determine congruence between patterns of alcohol use and social consequences.
- ✓ Conduct an analysis of AYS data on alcohol abuse by race, ethnicity, and gender.
- ✓ Recruit schools in tribal nations to participate in the AYS.
- ✓ Continue to bi-annually implement the AZIHEN survey and disseminate results to inform decision making on underage drinking among college students.
- ✓ Increase community college participation in the AZIHEN.
- ✓ Determine the liability incurred by hotels and motels for allowing youth to rent rooms to host UAD parties.
- ✓ Conduct a review of local policies and laws related to underage drinking to disseminate to community-based prevention organizations.
- ✓ Issue press releases on the activities of the DUI Task Forces throughout the state.
- ✓ Request for law enforcement agencies to provide quarterly updates on party dispersal activities and successes.
- ✓ Track law enforcement agencies that have received training on NHTSA party dispersal techniques.
- ✓ Provide training to local police in the use of trace as an investigative tool to identify person and retail establishments who provide alcohol to minors.

- ✓ Support the military in developing a military base community alcohol task force to implement effective responses to underage drinking on base and in the surrounding community.
- ✓ Seek outside funding to support the activities of the Underage Drinking Prevention Committee.
- ✓ Develop an online database for collecting information on vendors and their use of point of sale advertising for alcohol and tobacco.
- ✓ Develop a report card for law enforcement and city/county prosecutors on their response to youth and adult violations of UAD laws.
- ✓ Apply for the Strategic Prevention Framework State Incentive Grant to continue funding community coalitions to address substance abuse.
- ✓ Facilitate the collection of National Outcome Measures around underage drinking at community and regional levels.

Actions/ Outcomes:

- ❖ In January 2009, a cost benefit analysis showed that Arizona's success in reducing 30 day use of alcohol and binge drinking among Arizona's 8th, 10th, and 12th graders, saved Arizona millions of dollars between.
- ❖ In August 2009, the analysis of 2008 AYS data on alcohol abuse by race, ethnicity, and gender was shared with the UAD committee. This presentation led to an additional analysis request by the committee to determine the type of prevention message that was effective by race, ethnicity and gender.
- ❖ The AZIHEN survey will be administered in Spring 2010. The Network is currently working on survey revisions and human subjects research approval for member campuses.
- ❖ In 2009, a total of 134 police officers have been trained in TRACE.

*Community substance abuse coalition is defined as all organizations, agencies, and non-profits working to address youth substance abuse in Arizona.